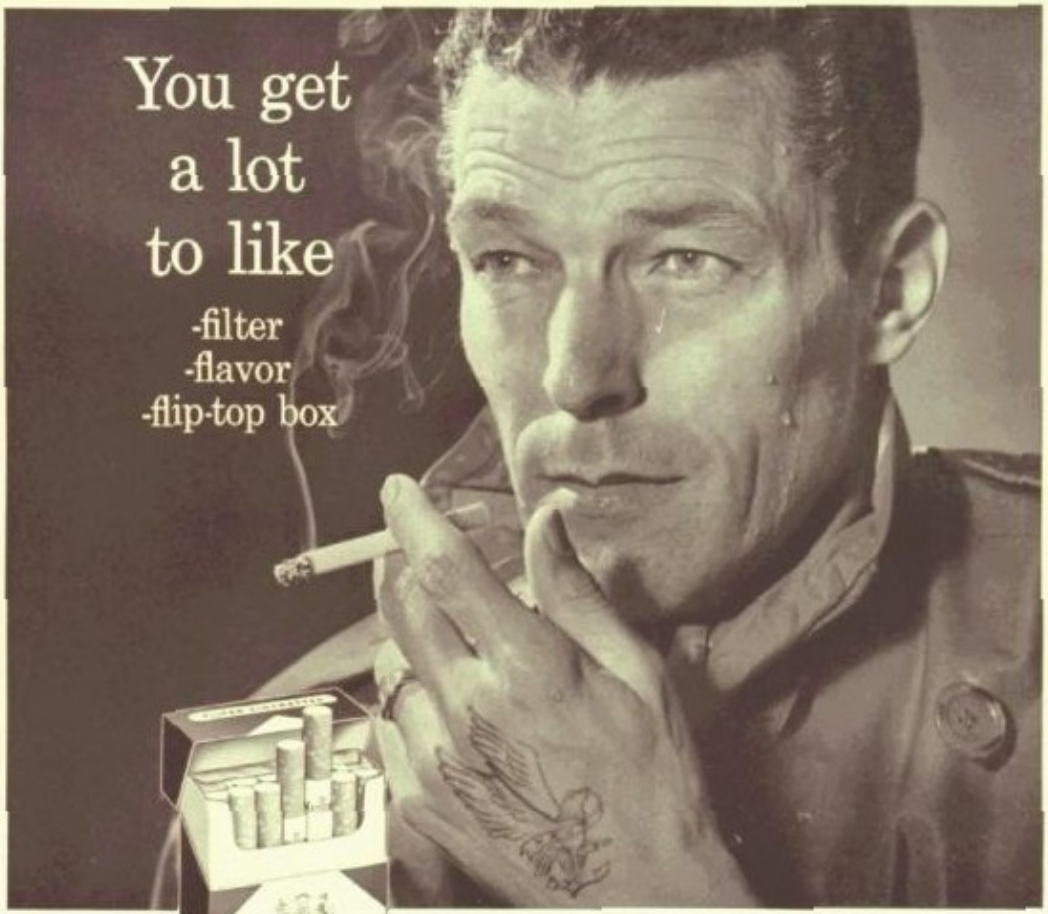
LEO BURNETT COMPANY, *Inc.*
Ad No. 405—Req. No. 65489—1 page—B&W—Bleed—8 9/16 x 11⅛ in.—Playboy, May, 1957 (A)
#405 "Raincoat"

Marlboro



NEW FLIP-TOP BOX
Sturdy to keep cigarettes from crushing. No "shapes" in your pocket. Up to date.

POPULAR FILTER PRICE

Here's old-fashioned flavor in the new way to smoke.
The man-size taste of honest tobacco comes full through.
The smooth-drawing filter feels right in your mouth.
Works fine but doesn't get in the way. The modern Flip-Top
Box keeps every cigarette firm and fresh until you smoke it.

(MADE IN RICHMOND, VIRGINIA, FROM A NEW MARLBORO RECIPE)

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